

## Claims

The claims are:

- 5           1.       A service, comprising:  
              providing a funeral or memorial service; and  
              providing attendees of the service with the opportunity to elect to  
receive a funeral anniversary reminder.
- 10          2.       The service of claim 1, further comprising providing the anniversary  
reminder.
3.       The service of claim 2, wherein the reminder is a reminder to contact  
the bereaved.
- 15          4.       The service of claim 2, wherein the reminder includes suggestions for  
what to write in a note to the bereaved.
5.       The service of claim 2, wherein the reminder includes guidelines for  
whether to contact the bereaved in regard to the anniversary.
- 20          6.       The service of claim 2, wherein the reminder includes either the date of  
the funeral or the exact date of the anniversary.
7.       The service of claim 1, wherein the opportunity to elect to receive the  
25 reminder is given at the funeral service.
8.       The service of claim 1, wherein the attendees elect to receive the  
reminder by appropriately marking a funeral register.
- 30          9.       A method of advertising a funeral business, comprising:  
              obtaining a list of funeral or memorial service attendees; and

shortly before a funeral anniversary date, providing attendees of the service with a reminder that the funeral anniversary date is approaching; wherein the reminder includes the name of a funeral business.

5           10.    The method of claim 9, wherein the reminder is a reminder to contact the bereaved.

11.    The method of claim 10, wherein the reminder includes suggestions for what to write in a note to the bereaved.

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12.    The method of claim 9, wherein the reminder includes guidelines for whether to contact the bereaved.

13.    The method of claim 9, wherein the list of funeral attendees is a list of funeral attendees who elect to receive the reminder.

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14.    The method of claim 9, wherein the reminder includes either the date of the funeral event or the date of the anniversary.

20           15.    The method of claim 9, wherein the reminder includes a brochure that explains potential benefits of contacting a bereaved person regarding the funeral anniversary.

25           16.    The method of claim 15, wherein the brochure has a design that lends itself to being handed out or picked up at a funeral or memorial service.

17.    A display comprising:  
a funeral register; and  
instructions for how a person filling out the register can elect to receive a funeral anniversary reminder.

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18. The display of claim 17, wherein the election can be made on the register.

19. A computer-readable medium having stored thereon a data structure useful in generating funeral anniversary reminders, comprising:  
a list of persons to receive funeral anniversary reminders; and  
funeral event data.

20. The computer-readable medium of claim 19, wherein the data structure further comprises a field for indicating whether a person has elected to receive a funeral anniversary reminder.

21. A computer-readable medium having software instruction, comprising:  
software instructions for maintaining a list of persons to receive a funeral anniversary reminder; and  
software instructions for generating funeral anniversary reminders for delivery to persons on the list.

22. The computer-readable medium of claim 21, further comprising software instructions for informing a user as to when the reminders are to be sent.

23. The computer-readable medium of claim 21, wherein the funeral anniversary reminders for delivery are generated upon request by a user.

24. A service, comprising:  
fulfilling requests to send flowers or plants; and  
providing persons requesting that flowers or plants be sent in connection with a funeral event the opportunity to elect to receive a funeral anniversary reminder.

25. The service of claim 24, further comprising providing the anniversary reminder.

5 26. The service of claim 24, wherein the reminder includes a suggestion to send flowers or plants.